

## NATIONAL FOOTBALL LEAGUE

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## NFL ANNOUNCES PLANS TO CELEBRATE 100TH SEASON

### *Season-long initiatives to celebrate players, teams, communities and fans; Get ready for a 'Fantennial' near you*

A journey of 100 seasons began with a single step.

For the National Football League, that step was made by **RALPH HAY**, owner of the Canton Bulldogs. Hay's simple initiative was to invite owners of three other Ohio teams – the Dayton Triangles, Cleveland Indians and Akron Pros – to a meeting at his Canton auto showroom to discuss forming a league. Three issues prompted the meeting: Dramatically rising salaries, players jumping from one team to another following the highest offers, and teams illegally using players still in college. That initial meeting conceived the foundation of the league, originally called the American Professional Football Association, on August 20, 1920.

A second step was to schedule another meeting. This time, Hay flexed his vision, writing to invite several other pro teams. Perhaps the most significant letter was to future Pro Football Hall of Famer **GEORGE HALAS**, the player-coach of the Decatur Staleys and eventual Chicago Bears. At that second meeting in Hay's showroom, held on September 17, 1920, Halas sat on the running board of a brand-new Hupmobile and, for the first of many important instances, modeled a league-above-team perspective that critically shaped the genesis and longevity of the new organization.

Countless steps, strides and leaps later, the NFL embarks on its 100th season when the Atlanta Falcons meet the Denver Broncos in Canton's Tom Benson Stadium for this year's Hall of Fame Game. The 100th regular season will kick off on Thursday, September 5, when the Chicago Bears host the Green Bay Packers at Soldier Field. Perhaps fittingly, Chicago is the only team that will mark its 100<sup>th</sup> season in 2019.

"Our goal is to make this the most meaningful and memorable season in league history," said Executive Vice President, Club Business & League Events **PETER O'REILLY**. "We will do that by paying tribute to our great players – past and present – our coaches, our teams and our fans, while also looking ahead to the next century of the NFL. Every week new content and initiatives will roll out that we are excited to share with everyone who loves this game."

Central to those plans are "Fantennials." What's a Fantennial, you ask? A Fantennial is a mindset designed to keep the fan front and center for all initiatives this season.

The following fact sheets encompass previously announced and new initiatives surrounding NFL100.

## FACT SHEET

### EXPERIENCES OF A LIFETIME

The league understands and recognizes that its success would not have materialized without its diverse and passionate fans. So, the NFL has created a series of contests that will reward fans with once-in-a-lifetime experiences that only the NFL can offer.

The first of those unique experiences was Tickets for 100 Years, an unprecedented giveaway impacting multiple future generations. At this year's NFL Draft in Nashville on April 25, Commissioner **ROGER GOODELL** announced New York Giants fan **GREGORY HAMPTON** (right) and his family were the winners of season tickets for the next 100 seasons. Each club also is awarding two season tickets for this 100th season to one of their fans.



Other NFL Experiences of a Lifetime include the exclusive chance to serve as a Madden NFL ratings adjuster at EA Sports, a trip to New York with friends for Commissioner Goodell to announce their fantasy league's draft picks, having Chiefs Pro Bowler **TRAVIS KELCE** attend your [wedding](#), and the opportunity to work out with Giants sensational running back **SAQUON BARKLEY** in his [Quad Squad Quad Challenge](#). Each team also is rewarding fans with their own Experience of a Lifetime. Here's a sample:

<b>CLUB</b>	<b>EXPERIENCE OF A LIFETIME</b>
Arizona	Helicopter ride to and from game; halftime wedding ceremony
Baltimore	Karaoke contest for fans and friends at M&T Bank Stadium (words on scoreboard) with Matt Judon and Brandon Williams
Buffalo	Halftime wedding ceremony with Hall of Famer Jim Kelly giving away the bride
Denver	Von Miller to attend homecoming of a Broncos fan
Detroit	Turkey Bowl flag-football game with Barry Sanders; lunch with Mrs. Ford; travel on team plane to road game
Indianapolis	Playing catch with Peyton Manning at Lucas Oil Stadium
Jacksonville	Trip to London for fan living in Jacksonville; trip to Jacksonville for fan living in London
Philadelphia	Lead Eagles onto field and join club during pregame, then help Eagles equipment staff during game
Pittsburgh	Five families join Ben Roethlisberger for barbecue at Steelers training camp
Seattle	Full day with Cliff Avril, limo service, shopping spree, raise the "12" flag before game
Tampa Bay	Gameday party with nine friends on deck of Raymond James Stadium pirate ship
Washington	Stay at hotel with team legends, car service to game, on-field meet and greet with Adrian Peterson, honorary team captain during coin toss

## FACT SHEET

### FANTENNIAL WEEKENDS

During the 2019 season, each team will host a “Fantennial Weekend” – a three-day celebration of football – from Weeks 1-10 and Week 14. The homecoming-style weekend will include a high-school game on a Friday night attended by legends from their local NFL team, a fan festival on Saturday and, saving the biggest celebration for last, its home game to close the multi-day extravaganza. At that home game, high-school players will take part in the coin toss, the greatest moment in club history will be revealed, and legends will be recognized and honored.



Notable Fantennial Weekend agendas:

CLUB	GAME	FANTENNIAL WEEKEND HIGHLIGHTS
Arizona	Sept. 29 vs. SEA	Christian Kirk, D.J. Foster and Byron Murphy part of pep rally at their former high school, Scottsdale Saguaro; SSSHS team participates in coin toss prior to Sunday game
Carolina	Sept. 8 vs. LAR	Local high schools with NFL alumni have bands form NFL 100 logo at halftime
Cincinnati	Oct. 20 vs. JAX	Two legends from each decade in attendance at several HS games; Saturday event for season-ticket members; Sunday game, where season-ticket members will form tunnel for pregame introductions
Cleveland	Sept. 8 vs. TEN	Celebration of Hall of Famer Otto Graham and past championship teams and legends; unveiling Graham's FirstEnergy Stadium statue
Denver	Oct. 13 vs. TEN	Held fan vote to decide top 100 Broncos players; will host event to unveil those players and have them attend high-school game, as well as game vs. Titans
Houston	Oct. 27 vs. OAK	NFL and NASA to feature a made-in-space 100 <sup>th</sup> season commemorative coin during coin toss.
Jacksonville	Oct. 13 vs. NO	Rashean Mathis and Jalen Ramsey attend local HS game Friday, awarding game MVP with four tickets to Saints game, where the MVP will serve as honorary captain
New England	Dec. 8 vs. KC	Gillette Stadium hosting state HS football championships; honor legends from 2003-04 Super Bowl teams who will take part in fan-fest and game vs. Chiefs
N.Y. Giants	Sept. 15 vs. BUF	MetLife Stadium hosting three Saturday HS games; Giants to serve Friday night dinner for 500 players/coaches; captains of winning teams will attend Sunday game and stand with players on sideline during pregame
Oakland	Oct. 6 vs. CHI (London)	Trafalgar Square live entertainment, NFL Academy students, Raiderettes, Raider legends, Raiders fan fest in London
Philadelphia	Sept. 22 vs. DET	Merrill Reese to introduce teams at HS game, then broadcast game with Mike Quick; Friday night coaches and captains participate in pregame vs. Lions
Tampa Bay	Sept. 22 vs. NYG	Saturday beach bash with free concert (Billy Ray Cyrus and Parmalee), giveaways, fireworks; Ronde Barber Ring of Honor ceremony Sunday
Washington	Oct. 20 vs. SF	Redskins providing homecoming throwback jerseys to local HS team

## FACT SHEET

### UNPRECEDENTED ORIGINAL CONTENT

NFL Films and NFL Media have combined to create an unprecedented amount of original content. These pieces will be distributed across the NFL Network, NFL Digital and the league's social-media platforms, traditional media and through the league's network partners and member clubs.



- **Peyton's Places**: A unique tour of NFL history starring Peyton Manning and featuring dozens of special guests. These 30 digital episodes, each 15 minutes in length, will air on ESPN+. The episodes, premiered earlier this week. Five broadcast specials also will air on ESPN and ABC.
- **NFL's 100 Greatest**: A 20-hour series counting down the NFL's 100 greatest plays, games, teams, characters and innovators that changed the game. These will air every Friday from Weeks 2-11 of the regular season, at 8 p.m. ET on NFL Network.
- **NFL100 All-Time Team**: A blue-ribbon panel of 26 former coaches, personnel directors, general managers, players and members of the media combined to select the NFL 100 All-Time Team. The team consists of 100 players, with a specific number at each position. The panel also selected the 10 greatest coaches of all time. **RICH EISEN, BILL BELICHICK** and **CRIS COLLINSWORTH**, as well as legendary guests each week, will reveal the all-time team in a six-part series produced by NFL Films, every Friday during Weeks 12-17.
- **NFL100 Roundtables**: Some of the greatest living legends come together, by position, to share their stories in a series of roundtable discussions. Eight, 30-minute specials will premiere every Friday at 10 p.m. ET on NFL Network, from Weeks 4-7 of the regular season.
- **NFL100 Sessions**: Throughout history, generations of football greats have inspired those who have dreamed of following in their footsteps. In this original feature series, current NFL stars invite the players they've looked up to, their idol legends, to join them for one-on-one film sessions. *NFL 100 Sessions* will premiere in-season on Thursday nights during NFL Network's NFL GameDay Kickoff.
- **NFL100 Minute**: These retrospective, 60-second, narrated video essays tell stories -- some favorites, some forgotten, some never before told -- of on- and off-the-field moments, people and events that helped shape the culture and history of the NFL over the past 100 years.
- **NFL100 in 100**: NFL Films video montages across 23 subjects, including quarterbacks, runs and Super Bowls. These awe-inspiring, 100-second episodes feature exclusive NFL Films-themed music, composed specially to commemorate the 100th season. Fans can find them weekly.
- **NFL Explained**: Chronicling the NFL's transformation and evolution, *NFL Explained* answers the most-searched NFL questions in a 10-part digital original series.
- **NFL100 Rewind**: A series of music videos featuring originally composed tracks that have a unique and fun focus on NFL legends and the history of the league.
- **Greatest Moment in NFL History**: Fans will vote to determine the most thrilling moment in the history of the league. Voting launched in July as fans began to select the greatest moment in the history of each of their teams. In January, the top moment from each club will compete on [NFL.com/100](https://www.nfl.com/100). Those that survive and advance to the next week will compete throughout the playoffs, and the winner will be announced at Super Bowl LIV.



## FACT SHEET

### PHILANTHROPY: NFL HUDDLE FOR 100

Philanthropy has played an important role in NFL history and this spring the NFL launched an initiative designed to inspire the entire NFL family – fans, clubs, players and partners – to contribute to their communities. “Huddle for 100” has one simple goal: Inspire one million people to volunteer 100 minutes of their time, totaling 100 million minutes toward community service.



- **National Huddles:** The NFL is hosting a series of national huddles at major events such as the NFL Draft and Super Bowl, each with a unique theme focusing on giving back to that community in an impactful way. The league’s second national huddle, Huddle for Healthy Youth, will take place during the Pro Football Hall of Fame Enshrinement Week.
- **Club Huddles:** All 32 clubs will host huddles throughout the year, addressing a wide variety of causes to bring together communities in the spirit of service. One community-focused grand prize at the end of the season will be awarded to the club with the most volunteer minutes. The league will also be driving a season-long competition by awarding monthly community-focused prizes to top-ranking clubs based on volunteer minutes. Fans can boost their favorite team's ranking by volunteering and logging their own minutes using their team's Huddle for 100 hashtag (e.g. #BroncosHuddleFor100).



***#CardinalsHuddlefor100***



***#CowboysHuddlefor100***



***#JetsHuddlefor100***

- **DoSomething Huddles:** The NFL is also teaming up with [DoSomething.org](http://DoSomething.org), the country’s largest non-profit organization for young people and social change, to provide fans world-wide with volunteer opportunities supporting a variety of causes.
- **Personal Huddles:** Fans can also participate by volunteering for a cause of their choice and sharing their individual volunteer efforts on social media by posting a photo and using #NFLHuddleFor100. In addition, the NFL and the WE Movement are teaming up behind Huddle for Good. Huddle for Good is curriculum specifically designed to inspire kids of all ages within the WE School network to give back to their communities and make a real difference. The WE Huddle for Good curriculum will launch during the first week of the regular season.

Throughout the Huddle for 100 initiative, the league will give participating fans the chance to win a variety of prizes, including game tickets and team gear, or a monetary donation to a charity they select when they track their participation on [NFL.com/huddlefor100](http://NFL.com/huddlefor100). Fans can also share their volunteer efforts on social media using both the #NFLHuddleFor100 and #Sweepstakes hashtags.

Details on future national, club and DoSomething huddles will be announced throughout the NFL100 campaign leading up to the final and largest national huddle at Super Bowl LIV in Miami.



**FACT SHEET**

**PHILANTHROPY: NFL HUDDLE FOR 100**

Most NFL clubs have already held their own huddles this offseason.

Here's a sample of Huddles planned for the regular season:

CLUB	CAUSE	DATE	EVENT
Atlanta	Hunger	Oct. 1	Falcons 100 Challenge, volunteering at food banks throughout October; Atlanta Community Food Bank event with players
Baltimore	Multiple	Sept. 23	Players and coaches committing one day of team volunteer projects around Baltimore
Chicago	Environment	Sept. 7	Cleaning up neighborhood parks and beaches across city
Detroit	Hunger	Oct. 10	Food-packing event with members of Lions organization
Green Bay	Social justice, Youth	Oct. 1	Partnering with Milwaukee police to build playground
Indianapolis	Youth	Sept. 30	Club hosting Team Smile, providing underserved kids life-changing dental treatment
L.A. Chargers	Environment	Sept. 24	Team hosting beach clean-up efforts throughout Southern California
Miami	Military	Oct. 26	Team packing care packages for members of military
New Orleans	Environment	Sept. 27	Beautification and clean-up efforts throughout community
Tennessee	Homelessness	Oct. 7	Building home with Habitat for Humanity
Washington	Youth, Military	Oct. 19	Day of service to build playground and renovate USO Warrior Family Center



***#FalconsHuddlefor100***



***#RavensHuddlefor100***

## FACT SHEET

### GAME OF THE WEEK

Each week during the regular season will feature an NFL100 Game of the Week. Each game will be a nod to a momentous game played, a fierce rivalry that spans decades, a matchup of original teams and/or a game in which history was made.



The NFL100 Games of the Week (all times Eastern):

<b>DATE</b>	<b>MATCHUP</b>	<b>TIME</b>	<b>NETWORK</b>	<b>NOTE</b>
Thu., Sept. 5	Green Bay at Chicago	8:20 p.m.	NBC	One of NFL's oldest rivalries, launched in 1921
Mon., Sept. 16	Cleveland at N.Y. Jets	8:15 p.m.	ESPN	Rematch of first <i>Monday Night Football</i> game in 50 <sup>th</sup> season of television's longest-running series
Sun., Sept. 22	Miami at Dallas	1 p.m.	FOX	Rematch of Super Bowl VI
Sun., Sept. 29	L.A. Chargers at Miami	1 p.m.	CBS	Memories of Dan Fouts' Epic in Miami triumph ('81 playoffs)
Sun., Oct. 6	Buffalo at Tennessee	1 p.m.	CBS	Renewal of teams from Music City Miracle ('99 playoffs)
Thu., Oct. 10	N.Y. Giants at New England	8:20 p.m.	FOX/NFLN/Amazon	Pairing of teams from Super Bowls XLII and XLVI
Sun., Oct. 20	Oakland at Green Bay	1 p.m.	CBS	Memories of LeRoy Butler inventing Lambeau Leap in 1993; Super Bowl II
Sun., Oct. 27	Green Bay at Kansas City	8:20 p.m.	NBC	Matchup of teams in Super Bowl I
Sun., Nov. 3	Minnesota at Kansas City	1 p.m.	FOX	Hank Stram, Len Dawson and 65 Toss Power Trap, Super Bowl IV
Sun., Nov. 10	Atlanta at New Orleans	1 p.m.	FOX	Celebrating Steve Gleason and Saints' unforgettable game to launch team's return to New Orleans, 2006
Sun., Nov. 17	New England at Philadelphia	4:25 p.m.	CBS	Rematch of Super Bowls XXXIX and LII
Sun., Nov. 24	Oakland at N.Y. Jets	1 p.m.	CBS	Teams involved in 1968 Heidi Game, forever changing football coverage
Sun., Dec. 1	San Francisco at Baltimore	1 p.m.	FOX	Rematch of Super Bowl XLVII
Sun., Dec. 8	Cincinnati at Cleveland	1 p.m.	CBS	Paul Brown's two teams, Battle of Ohio, birthplace of the NFL
Mon., Dec. 16	Indianapolis at New Orleans	8:15 p.m.	ESPN	Rematch of Super Bowl XLIV
TBD, Week 16	Oakland at L.A. Chargers	TBD	TBD	Two cornerstone AFL franchises meet for a 60th season

NOTE: The league will announce an NFL100 Game of the Week for the final weekend at a later date.

## **FACT SHEET**

### **ORIGINAL TOWNS**



The NFL is celebrating the 13 communities that were home to the 14 teams during its inaugural 1920 season with the [Original Towns initiative](#). The NFL Foundation is making a donation to each of the 13 Original Towns to support local youth football programs, advocate for player safety, and promote football's values.

### **KICKOFF WEEKEND**

The NFL will showcase one of its oldest and richest rivalries and launch the 100th season on Thursday, September 5, in Chicago, where the Bears will host the Green Bay Packers. Then prior to the 1 p.m. (ET) games on Sunday, September 8, the league will create a united kickoff, with a simultaneous, NFL Films-produced moment at each of the seven stadiums and across all seven FOX and CBS broadcasts.



### **COMMEMORATIVE PUBLICATION**

The historic season will be commemorated with an official book, *NFL 100, A Century of Pro Football*. Abrams Publishing produced the coffee-table book, tentatively scheduled for release September 3 prior to the 100th season's kickoff weekend.

### **A CELEBRATION OF COLLEGE FOOTBALL**

College football marks its 150th anniversary in 2019. On November 6, 1869, Rutgers visited Princeton in what is considered the first college football game.

Less than an hour's drive from that location, the NFL on November 4 will commemorate the anniversary with a special *Monday Night Football* game on ESPN when the New York Giants host the Dallas Cowboys at MetLife Stadium, renewing the six-decade rivalry.

The Giants are expected to host a college marching band halftime performance, while former Giants players from Rutgers and Princeton will serve as honorary game captains. Both the Cowboys and Giants will wear a special helmet decal to acknowledge the milestone in the history of their sport.

### **BIRTHDAYS, ANNIVERSARIES AND 100TH SEASON**

An important distinction: This year is the NFL's 100th season, not its 100th birthday or 100th anniversary. The 100-year anniversary of the league's birth will take place on September 17, 2020. Discussions are continuing with regard to how the league will celebrate with a "blow out the candles" event. Details are to be determined.